MSA MONTHLY DATA
TOTAL DOMESTIC MILITARY
OCTOBER 1994

	% VOLUME CHG. VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
INDUSTRY	-9.1	-4.8	-6.2	-6.2	100.0	100.00	100.00	100.00				
PREMIUM	-8.4	-7.7	-11.8	-13.2	44.71	43.97	42.96	43.24	0.32	-1.38	-2.75	-3.48
DISCOUNT	-9.6	-2.4	-1.4	-0.1	55.29	56.03	57.04	56.76	-0.32	1.38	2.75	3.48
PHILIP MORRIS	0.2	1.4	-2.6	-5.4	34.22	33.23	33.08	32.81	3.17	2.03	1.20	0.30
P.M. PREMIUM	-0.6	-1.7	-9.3	-12.5	22.20	21.06	20.56	20.53	1.89	0.66	-0.70	-1.47
P.M. DISCOUNT	1.8	7.3	10.6	9.6	12.02	12.17	12.52	12.28	1.28	1.37	1.90	1.77
R. J. REYNOLDS	0.5	-2.1	-10.5	-10.5	28.37	27.85	25.89	25.97	2.70	0.77	-1.25	-1.24
RJR PREMIUM	-7.9	-11.2	-19.1	-20.4	10.68	10.77	10.16	10.21	0.14	-0.78	-1.63	-1.81
RJR DISCOUNT	6.3	4.7	-3.9	-2.7	17.69	17.07	15.74	15.76	2.56	1.55	0.38	0.57
BROWN & WILLIAMSON	-16.3	-5.7	2.2	4.1	16.96	17.84	18.46	18.41	-1.46	-0.17	1.52	1.82
B & W PREMIUM	-18.7	-12.4	-19.5	-19.6	3.05	3.12	3.09	3.17	-0.36	-0.27	-0.51	-0.53
B & W DISCOUNT	-15.8	-4.1	8.1	10.9	13.91	14.72	15.36	15.24	-1.10	0.10	2.03	2.35
LORILLARD	-23.1	-11.9	-2.5	3.1	4.89	5.07	5.14	5.25	-0.89	-0.41	0.19	0.48
LOR PREMIUM	-23.6	-13.3	7.8	14.1	4.77	4.93	5.00	5.11	-0.90	-0.49	0.65	0.91
LOR DISCOUNT	2.3	96.1	-77.9	-77.7	0.12	0.14	0.14	0.14	0.01	0.07	-0.46	-0.44
AMERICAN BRANDS	-4.9	-3.6	-22.0	-21.0	8.51	8.56	8.25	8.27	0.38	0.11	-1.68	-1.54
AMER PREMIUM	-14.8	-13.2	-17.0	-16.6	3.54	3.62	3.62	3.68	-0.24	-0.35	-0.47	-0.46
AMER DISCOUNT	3.7	4.9	-25.6	-24.2	4.97	4.95	4.64	4.59	0.61	0.46	-1.21	-1.09
LIGGETT GROUP	-41.5	-27.5	-6.0	-4.3	7.05	7.45	9.18	9.29	-3.90	-2.33	0.01	0.19
LIG PREMIUM	-37.7	-26.7	-20.0	-22.8	0.47	0.47	0.54	0.55	-0.21	-0.16	-0.09	-0.12
LIG DISCOUNT	-41.7	-27.4	-5.0	-2.8	6.58	6.98	8.64	8.75	-3.68	-2.18	0.11	0.31

2061550967

Source: https://www.industrydocuments.ucsf.edu/docs/hrjm0004

MSA MONTHLY DATA - 1MM SHARE OF MARKET
TOTAL DOMESTIC MILITARY
OCTOBER 1994

	OCT 1993	NOV 1993	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	1MM SR CHANGE
INDUSTRY	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	0.00
PREMIUM	44.39	44.09	44.93	41.45	41.98	41.97	42.65	41.74	43.56	44.01	43.55	43.76	44.71	0.95
DISCOUNT	55.61	55.91	55.07	58.55	58.02	58.03	57.35	58.26	56.44	55.99	56.45	56.24	55.29	-0.95
PHILIP MORRIS	31.05	31.15	31.95	31.97	32.11	31.42	34.10	33.31	33.30	34.85	32.93	32.65	34.22	1.57
P.M. PREMIUM	20.31	20.32	20.44	19.81	20.06	19.28	20.78	20.04	20.83	21.52	20.45	20.68	22.20	1.52
P.M. DISCOUNT	10.74	10.83	11.51	12.15	12.05	12.13	13.32	13.27	12.46	13.33	12.48	11.96	12.02	0.06
R. J. REYNOLDS	25.67	26.56	26.11	25.55	24.22	25.02	24.76	25.50	24.92	25.19	27.55	27.69	28.37	0.69
RJR PREMIUM	10.54	10.29	10.61	9.80	9.65	10.03	9.68	9.44	10.36	10.14	10.92	10.69	10.68	-0.01
RJR DISCOUNT	15.13	16.27	15.50	15.75	14.58	14.99	15.08	16.06	14.56	15.05	16.63	16.99	17.69	0.70
BROWN & WILLIAMSON	18.43	18.77	17.68	19.03	19.65	19.58	18.82	18.12	18.04	18.01	17.83	18.64	16.96	-1.68
B & W PREMIUM	3.42	3.64	3.41	2.83	3.02	3.11	3.15	3.10	3.09	3.22	2.98	3.33	3.05	-0.27
B & W DISCOUNT	15.01	15.13	14.27	16.19	16.63	16.47	15.67	15.02	14.94	14.78	14.85	15.31	13.91	-1.41
LORILLARD	5.78	5.58	5.87	4.96	5.29	5.24	5.08	5.09	5.36	5.11	5.29	5.01	4.89	-0.12
LOR PREMIUM	5.67	5.46	5.76	4.86	5.18	5.11	4.95	4.97	5.16	4.94	5.11	4.89	4.77	-0.12
LOR DISCOUNT	0.11	0.11	0.11	0.10	0.11	0.13	0.13	0.12	0.20	0.17	0.18	0.12	0.12	0.00
AMERICAN BRANDS	8.13	8.10	8.61	7.31	7.52	8.36	8.13	8.28	8.41	8.60	8.38	8.81	8.51	-0.30
AMER PREMIUM	3.78	3.80	4.12	3.52	3.52	3.82	3.56	3.62	3.56	3.68	3.60	3.71	3.54	-0.17
AMER DISCOUNT	4.36	4.30	4.49	3.79	4.00	4.54	4.56	4.66	4.85	4.92	4.78	5.10	4.97	-0.13
LIGGETT GROUP	10.95	9.85	9.79	11.19	11.22	10.38	9.11	9.71	9.98	8.25	8.01	7.21	7.05	-0.16
LIG PREMIUM	0.68	0.57	0.59	0.62	0.56	0.62	0.52	0.58	0.56	0.51	0.49	0.46	0.47	0.00
LIG DISCOUNT	10.27	9.28	9.19	10.57	10.65	9.76	8.59	9.12	9.42	7.74	7.53	6.75	6.58	-0.16

2061550968

Source: https://www.industrydocuments.ucsf.edu/docs/hrjm0004

MSA MONTHLY DATA - 1MM VOLUME (000000)
TOTAL DOMESTIC MILITARY
OCTOBER 1994

	OCT 1993	NOV 1993	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994
INDUSTRY	1,337	1,377	1,494	1,124	1,167	1,420	1,270	1,317	1,417	1,271	1,437	1,336	1,215
PREMIUM	593	607	671	466	490	596	541	550	617	559	626	585	543
DISCOUNT	743	770	823	658	677	824	728	767	800	711	811	751	672
PHILIP MORRIS	415	429	477	359	375	446	433	439	472	443	473	436	416
P.M. PREMIUM	271	280	305	223	234	274	264	264	295	273	294	276	270
P.M. DISCOUNT	143	149	172	137	141	172	169	175	177	169	179	160	146
R. J. REYNOLDS	343	366	390	287	283	355	314	336	353	320	396	370	345
RJR PREMIUM	141	142	158	110	113	142	123	124	147	129	157	143	130
RJR DISCOUNT	202	224	232	177	170	213	191	212	206	191	239	227	215
BROWN & WILLIAMSON	246	258	264	214	229	278	239	239	256	229	256	249	206
B & W PREMIUM	46	50	51	32	35	44	40	41	44	41	43	44	37
B & W DISCOUNT	201	208	213	182	194	234	199	198	212	188	213	205	169
LORILLARD	77	77	88	56	62	74	65	67	76	65	76	67	59
LOR PREMIUM	76	75	86	55	60	73	63	65	73	63	73	65	58
LOR DISCOUNT	1	2	2	1	1	2	2	2	3	2	3	2	1
AMERICAN BRANDS	109	112	129	82	88	119	103	109	119	109	121	118	103
AMER PREMIUM	50	52	62	40	41	54	45	48	50	47	52	50	43
AMER DISCOUNT	58	59	67	43	47	64	58	61	69	63	69	68	60
LIGGETT GROUP	146	136	146	126	131	147	116	128	141	105	115	96	86
LIG PREMIUM	9	8	9	7	7	9	7	8	8	6	7	6	6
LIG DISCOUNT	137	128	137	119	124	139	109	120	134	98	108	90	80

2061550969

Source: https://www.industrydocuments.ucsf.edu/docs/hrjm0004

MSA MONTHLY DATA
TOTAL DOMESTIC MILITARY
OCTOBER 1994

	% VOLUME CHG. VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	0.2	1.4	-2.6	-5.4	34.22	33.23	33.08	32.81	3.17	2.03	1.20	0.30
P.M. SHARE OF PREMIUM	-0.6	-1.7	-9.3	-12.5	49.66	47.90	47.85	47.47	3.90	2.91	1.35	0.38
P.M. SHARE OF DISCOUNT	1.8	7.3	10.6	9.6	21.74	21.72	21.95	21.63	2.43	1.96	2.39	1.91
MARLBORO	5.4	3.8	-3.5	-8.2	16.86	15.76	15.36	15.25	2.32	1.31	0.43	-0.32
RED	3.0	2.2	-3.5	-8.4	6.57	6.05	5.96	5.93	0.77	0.41	0.16	-0.14
MEDIUM	-2.5	-12.5	-22.7	-27.0	0.92	0.90	0.90	0.90	0.06	-0.08	-0.19	-0.26
LIGHTS (NM)	9.7	8.5	0.9	-4.0	7.89	7.37	7.08	7.00	1.35	0.90	0.50	0.16
MENTHOL	16.7	12.1	-12.2	-9.7	0.05	0.05	0.05	0.05	0.01	0.01	0.00	0.00
PM OTHER PREM	-15.9	-15.2	-22.9	-23.0	5.35	5.30	5.20	5.28	-0.43	-0.65	-1.13	-1.15
BENSON & HEDGES	-22.5	-17.0	-24.2	-24.2	2.62	2.64	2.60	2.65	-0.45	-0.39	-0.62	-0.63
MERIT	-9.2	-15.6	-23.9	-24.1	1.07	1.04	1.03	1.04	0.00	-0.13	-0.24	-0.24
VIRGINIA SLIMS	-4.0	-10.7	-19.9	-20.6	1.42	1.37	1.32	1.33	0.08	-0.09	-0.23	-0.24
PARLIAMENT	-22.7	-16.8	-18.7	-17.1	0.24	0.25	0.24	0.25	-0.04	-0.04	-0.04	-0.03
SARATOGA	-83.3	-43.1	-48.5	-50.0	0.00	0.00	0.00	0.01	-0.01	0.00	0.00	0.00
CAMBRIDGE	-3.1	-9.3	-17.5	-19.3	3.85	3.90	3.98	3.96	0.24	-0.19	-0.55	-0.64
ALPINE	-4.7	-12.4	-19.7	-19.0	0.44	0.42	0.44	0.44	0.02	-0.04	-0.07	-0.07
BRISTOL	-80.7	-84.1	-92.8	-92.2	0.04	0.03	0.06	0.07	-0.13	-0.17	-0.69	-0.80
BASIC	46.0	76.3	100.0	100.0	5.97	6.23	6.16	5.83	2.25	2.87	4.44	4.43
R. J. REYNOLDS	0.5	-2.1	-10.5	-10.5	28.37	27.85	25.89	25.97	2.70	0.77	-1.25	-1.24
RJR SHARE OF PREM	-7.9	-11.2	-19.1	-20.4	23.89	24.50	23.64	23.61	0.15	-0.97	-2.14	-2.12
RJR SHARE OF DISC	6.3	4.7	-3.9	-2.7	31.99	30.47	27.59	27.77	4.78	2.07	-0.71	-0.74
BROWN & WILLIAMSON	-16.3	-5.7	2.2	4.1	16.96	17.84	18.46	18.41	-1.46	-0.17	1.52	1.82
B & W SHARE OF PREM	-18.7	-12.4	-19.5	-19.6	6.83	7.09	7.20	7.33	-0.87	-0.38	-0.69	-0.58
B & W SHARE OF DISC	-15.8	-4.1	8.1	10.9	25.15	26.27	26.93	26.85	-1.84	-0.47	2.38	2.66
LORILLARD	-23.1	-11.9	-2.5	3.1	4.89	5.07	5.14	5.25	-0.89	-0.41	0.19	0.48
LOR SHARE OF PREM	-23.6	-13.3	7.8	14.1	10.66	11.21	11.63	11.82	-2.11	-0.73	2.12	2.83
LOR SHARE OF DISC	2.3	96.1	-77.9	-77.7	0.22	0.26	0.25	0.24	0.03	0.13	-0.86	-0.83
AMERICAN BRANDS	-4.9	-3.6	-22.0	-21.0	8.51	8.56	8.25	8.27	0.38	0.11	-1.68	-1.54
AMER SHARE OF PREM	-14.8	-13.2	-17.0	-16.6	7.91	8.23	8.42	8.51	-0.59	-0.52	-0.52	-0.35
AMER SHARE OF DISC	3.7	4.9	-25.6	-24.2	8.99	8.83	8.13	8.09	1.15	0.61	-2.64	-2.57
LIGGETT GROUP	-41.5	-27.5	-6.0	-4.3	7.05	7.45	9.18	9.29	-3.90	-2.33	0.01	0.19
LIG SHARE OF PREM	-37.7	-28.7	-20.0	-22.8	1.04	1.07	1.25	1.26	-0.49	-0.32	-0.13	-0.16
LIG SHARE OF DISC	-41.7	-27.4	-5.0	-2.8	11.91	12.46	15.15	15.42	-6.56	-4.30	-0.57	-0.43

2061550970

Source: https://www.industrydocuments.ucsf.edu/docs/hrjm0004

MSA MONTHLY DATA - 1MM SHARE OF MARKET
TOTAL DOMESTIC MILITARY
OCTOBER 1994

	OCT 1993	NOV 1993	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	1MM SR CHANGE
PHILIP MORRIS	31.05	31.15	31.95	31.97	32.11	31.42	34.10	33.31	33.30	34.85	32.93	32.65	34.22	1.57
P.M. SHARE OF PREMIUM	45.76	46.10	45.50	47.80	47.77	45.94	48.72	48.00	47.83	48.89	46.96	47.27	49.66	2.39
P.M. SHARE OF DISCOUNT	19.31	19.36	20.89	20.76	20.77	20.91	23.22	22.78	22.08	23.80	22.11	21.27	21.74	0.47
MARLBORO	14.54	14.52	15.00	14.53	14.75	14.17	15.49	15.23	16.14	15.83	15.01	15.57	16.86	1.28
RED	5.80	5.68	5.91	5.75	5.81	5.47	6.14	5.92	6.25	6.12	5.71	5.94	6.57	0.63
MEDIUM	0.86	0.89	0.94	0.90	0.94	0.83	0.89	0.95	0.87	0.94	0.87	0.93	0.92	-0.01
LIGHTS (NM)	6.54	6.57	6.70	6.54	6.65	6.59	7.05	6.95	7.51	7.27	7.04	7.26	7.89	0.62
MENTHOL	0.04	0.06	0.05	0.03	0.04	0.03	0.04	0.06	0.08	0.06	0.05	0.05	0.05	0.00
PM OTHER PREM	5.77	5.81	5.44	5.29	5.30	5.12	5.29	4.81	4.69	5.69	5.44	5.11	5.35	0.23
BENSON & HEDGES	3.07	3.07	2.71	2.69	2.66	2.60	2.64	2.40	2.35	2.77	2.78	2.52	2.62	0.10
MERIT	1.07	1.11	1.06	1.04	1.08	0.99	1.06	0.93	0.92	1.17	1.02	1.02	1.07	0.04
VIRGINIA SLIMS	1.34	1.34	1.39	1.29	1.31	1.26	1.32	1.23	1.20	1.51	1.37	1.32	1.42	0.10
PARLIAMENT	0.28	0.27	0.27	0.25	0.24	0.24	0.27	0.24	0.22	0.23	0.25	0.25	0.24	-0.01
SARATOGA	0.01	0.01	0.00	0.00	0.01	0.01	0.01	0.00	0.00	0.01	0.01	0.00	0.00	0.00
CAMBRIDGE	3.61	3.62	4.13	4.15	4.11	3.92	3.82	3.93	4.00	4.19	3.94	3.89	3.85	-0.04
ALPINE	0.42	0.41	0.44	0.45	0.43	0.44	0.41	0.48	0.46	0.48	0.42	0.41	0.44	0.03
BRISTOL	0.17	0.14	0.13	0.10	0.09	0.08	0.06	0.06	0.04	0.04	0.03	0.03	0.04	0.00
BASIC	3.72	4.17	4.50	4.85	5.31	5.83	6.82	6.91	6.35	6.61	6.55	6.13	5.97	-0.16
R. J. REYNOLDS	25.67	26.56	26.11	25.55	24.22	25.02	24.76	25.50	24.92	25.19	27.55	27.69	28.37	0.69
RJR SHARE OF PREM	23.74	23.34	23.61	23.64	22.98	23.89	22.69	22.61	23.78	23.05	25.08	24.43	23.89	-0.54
RJR SHARE OF DISC	27.21	29.10	28.15	26.90	25.12	25.84	26.30	27.57	25.80	26.88	29.46	30.22	31.99	1.77
BROWN & WILLIAMSON	18.43	18.77	17.68	19.03	19.65	19.58	18.82	18.12	18.04	18.01	17.83	18.64	16.96	-1.68
B & W SHARE OF PREM	7.70	8.25	7.58	6.84	7.19	7.40	7.40	7.43	7.10	7.32	6.84	7.60	6.83	-0.77
B & W SHARE OF DISC	26.99	27.05	25.91	27.65	28.67	28.38	27.31	25.78	26.48	26.40	26.30	27.23	25.15	-2.08
LORILLARD	5.78	5.58	5.87	4.96	5.29	5.24	5.08	5.09	5.36	5.11	5.29	5.01	4.89	-0.12
LOR SHARE OF PREM	12.77	12.39	12.82	11.74	12.33	12.17	11.61	11.90	11.84	11.22	11.72	11.17	10.66	-0.51
LOR SHARE OF DISC	0.20	0.20	0.20	0.17	0.19	0.22	0.23	0.21	0.36	0.31	0.32	0.22	0.22	0.00
AMERICAN BRANDS	8.13	8.10	8.61	7.31	7.52	8.36	8.13	8.28	8.41	8.60	8.38	8.81	8.51	-0.30
AMER SHARE OF PREM	8.50	8.63	9.17	8.50	8.39	9.11	8.36	8.67	8.18	8.36	8.27	8.47	7.91	-0.56
AMER SHARE OF DISC	7.84	7.68	8.15	6.47	6.89	7.83	7.95	8.01	8.59	8.79	8.48	9.07	8.99	-0.07
LIGGETT GROUP	10.95	9.85	9.79	11.19	11.22	10.38	9.11	9.71	9.98	8.25	8.01	7.21	7.05	-0.16
LIG SHARE OF PREM	1.53	1.29	1.32	1.49	1.34	1.48	1.22	1.39	1.27	1.16	1.12	1.06	1.04	-0.02
LIG SHARE OF DISC	18.46	16.60	16.69	18.05	18.36	16.82	14.98	15.66	16.70	13.82	13.34	12.00	11.91	-0.09

2061550971

Source: https://www.industrydocuments.ucsf.edu/docs/hrjm0004

MSA MONTHLY DATA - 1MM VOLUME (000000)
TOTAL DOMESTIC MILITARY
OCTOBER 1994

	OCT 1993	NOV 1993	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994
PHILIP MORRIS	415	429	477	359	375	446	433	439	472	443	473	436	416
P.M. SHARE OF PREMIUM	271	280	305	223	234	274	264	264	295	273	294	276	270
P.M. SHARE OF DISCOUNT	143	149	172	137	141	172	169	175	177	169	179	160	146
MARLBORO	194	200	224	163	172	201	197	201	229	201	216	208	205
RED	77	78	88	65	68	78	78	78	89	78	82	79	80
MEDIUM	11	12	14	10	11	12	11	12	12	12	12	12	11
LIGHTS (NM)	87	90	100	73	78	94	89	92	106	92	101	97	96
MENTHOL	1	1	1	0	1	0	0	1	1	1	1	1	1
PM OTHER PREM	77	80	81	59	62	73	67	63	67	72	78	68	65
BENSON & HEDGES	41	42	41	30	31	37	33	32	33	35	40	34	32
MERIT	14	15	16	12	13	14	13	12	13	15	15	14	13
VIRGINIA SLIMS	18	18	21	15	15	18	17	16	17	19	20	18	17
PARLIAMENT	4	4	4	3	3	3	3	3	3	3	4	3	3
SARATOGA	0	0	0	0	0	0	0	0	0	0	0	0	0
CAMBRIDGE	48	50	62	47	48	56	49	52	57	53	57	52	47
ALPINE	6	6	7	5	5	6	5	6	7	6	6	5	5
BRISTOL	2	2	2	1	1	1	1	1	1	1	0	0	0
BASIC	50	57	67	55	62	83	87	91	90	84	94	82	73
R. J. REYNOLDS	343	366	390	287	283	355	314	336	353	320	396	370	345
RJR SHARE OF PREM	141	142	158	110	113	142	123	124	147	129	157	143	130
RJR SHARE OF DISC	202	224	232	177	170	213	191	212	206	191	239	227	215
BROWN & WILLIAMSON	246	258	264	214	229	278	239	239	256	229	256	249	206
B & W SHARE OF PREM	46	50	51	32	35	44	40	41	44	41	43	44	37
B & W SHARE OF DISC	201	208	213	182	194	234	199	198	212	188	213	205	169
LORILLARD	77	77	88	56	62	74	65	67	76	65	76	67	59
LOR SHARE OF PREM	76	75	86	55	60	73	63	65	73	63	73	65	58
LOR SHARE OF DISC	1	2	2	1	1	2	2	2	3	2	3	2	1
AMERICAN BRANDS	109	112	129	82	88	119	103	109	119	109	121	118	103
AMER SHARE OF PREM	50	52	62	40	41	54	45	48	50	47	52	50	43
AMER SHARE OF DISC	58	59	67	43	47	64	58	61	69	63	69	68	60
LIGGETT GROUP	146	136	146	126	131	147	116	128	141	105	115	96	86
LIG SHARE OF PREM	9	8	9	7	7	9	7	8	8	6	7	6	6
LIG SHARE OF DISC	137	128	137	119	124	139	109	120	134	98	108	90	80

2061550972

Source: https://www.industrydocuments.ucsf.edu/docs/hrjm0004

MSA SHIPMENT DATA
TOTAL DOMESTIC MILITARY
TOP 25 BRANDS* AND DISCOUNT CATEGORY
OCTOBER 1994

	% VOLUME CHG. VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	5.4	3.8	-3.5	-8.2	16.86	15.76	15.36	15.25	2.32	1.31	0.43	-0.32
GPC	-3.4	11.7	30.2	32.8	12.01	12.71	12.88	12.57	0.71	1.88	3.60	3.70
DORAL	9.8	6.0	-8.0	-7.7	12.52	12.05	11.19	11.21	2.15	1.23	-0.23	-0.18
CLASS A	-39.1	-25.2	-3.4	-0.6	6.26	6.59	8.02	8.09	-3.09	-1.80	0.23	0.46
BASIC	46.0	76.3	100.0	100.0	5.97	6.23	6.16	5.83	2.25	2.87	4.44	4.43
CAMBRIDGE	-3.1	-9.3	-17.5	-19.3	3.85	3.90	3.98	3.96	0.24	-0.19	-0.55	-0.64
WINSTON	-12.1	-16.1	-19.5	-20.4	4.04	4.18	3.93	3.95	-0.14	-0.56	-0.65	-0.70
WINSTON LESS SELECT	-1.8	-1.2	-16.8	-18.8	3.79	3.91	3.68	3.69	0.28	0.14	-0.47	-0.57
WINSTON SELECT	-65.9	-73.5	-45.0	-38.6	0.25	0.27	0.25	0.25	-0.42	-0.71	-0.18	-0.13
WINSTON SELECT LTS	-76.1	-79.4	-40.1	-25.9	0.10	0.11	0.12	0.12	-0.29	-0.40	-0.07	-0.03
MONARCH	6.4	32.1	100.0	100.0	4.13	4.04	3.59	3.57	0.60	1.13	2.09	2.34
NEWPORT	-9.7	-4.0	-1.2	2.8	3.03	3.01	2.94	2.96	-0.02	0.02	0.15	0.26
KOOL	-21.1	-14.6	-21.3	-21.2	2.71	2.77	2.77	2.85	-0.41	-0.32	-0.53	-0.54
SALEM	-2.4	-7.9	-18.9	-20.8	3.15	3.08	2.87	2.90	0.22	-0.10	-0.45	-0.53
B & H	-22.5	-17.0	-24.2	-24.2	2.62	2.64	2.60	2.65	-0.45	-0.39	-0.62	-0.63
MISTY	1.3	15.5	8.6	12.1	2.03	2.07	1.97	1.96	0.21	0.36	0.27	0.32
MONTCLAIR	-0.4	1.6	-27.4	-28.0	2.04	1.96	1.92	1.94	0.18	0.12	-0.56	-0.59
CAMEL	3.9	-1.8	-15.0	-16.3	2.22	2.14	1.98	1.98	0.28	0.07	-0.21	-0.24
CAMEL FILTERS	14.2	4.4	-13.8	-15.7	1.52	1.45	1.30	1.28	0.31	0.13	-0.11	-0.14
CAMEL SPECIAL LTS	-47.6	-53.9	-39.7	-21.7	0.06	0.06	0.08	0.09	-0.04	-0.07	-0.05	-0.02
CAMEL NON-FILTER	-13.2	-12.6	-17.1	-17.4	0.70	0.69	0.69	0.70	-0.03	-0.06	-0.09	-0.09
ALL AMERICAN VALUE	-44.3	-43.7	-42.6	-39.5	1.72	1.57	1.87	1.96	-1.08	-1.08	-1.19	-1.08
VICEROY	-24.4	-17.7	-10.2	-6.9	1.48	1.54	1.77	1.82	-0.30	-0.24	-0.08	-0.01
CARLTON	-11.7	-9.9	-16.6	-16.8	1.67	1.70	1.67	1.70	-0.05	-0.10	-0.21	-0.21
PALL MALL	-16.9	-15.0	-16.4	-15.6	1.34	1.38	1.40	1.43	-0.13	-0.17	-0.17	-0.16
VIRGINIA SLIMS	-4.0	-10.7	-19.9	-20.6	1.42	1.37	1.32	1.33	0.08	-0.09	-0.23	-0.24
STYLE	-58.3	-35.4	3.3	22.7	0.68	0.86	1.05	1.13	-0.81	-0.41	0.10	0.27
MERIT	-9.2	-15.6	-23.9	-24.1	1.07	1.04	1.03	1.04	0.00	-0.13	-0.24	-0.24
KENT	-32.3	-26.8	-23.5	-22.4	0.69	0.73	0.78	0.80	-0.24	-0.22	-0.18	-0.17
AMERICAN LT/FLT	85.6	29.0	-50.8	-49.9	0.82	0.83	0.65	0.58	0.42	0.22	-0.59	-0.50
MORE	-19.7	-10.5	-18.2	-18.0	0.62	0.69	0.68	0.69	-0.08	-0.04	-0.10	-0.10
BASIC SHARE OF DISCOUNT	46.0	76.3	100.0	100.0	10.80	11.13	10.81	10.28	4.12	4.97	7.64	7.64
TOTAL DISCOUNT CATEGORY	-9.6	-2.4	-1.4	-0.1	55.29	56.03	57.04	56.76	-0.32	1.38	2.75	3.48

*Top 25 based on latest 3MM

2061550973

Source: https://www.industrydocuments.ucsf.edu/docs/hrjm0004

MSA MONTHLY DATA - 1MM SHARE OF MARKET
TOTAL DOMESTIC MILITARY
TOP 25 BRANDS* AND DISCOUNT CATEGORY
OCTOBER 1994

	OCT 1993	NOV 1993	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	1MM SR CHANGE
MARLBORO	14.54	14.52	15.00	14.53	14.75	14.17	15.49	15.23	16.14	15.83	15.01	15.57	16.86	1.28
GPC	11.30	11.39	10.95	12.84	13.60	13.75	13.03	12.37	12.53	12.61	12.75	13.30	12.01	-1.28
DORAL	10.36	11.58	11.08	11.26	10.58	10.78	10.69	11.09	10.42	10.86	11.81	11.90	12.52	0.62
CLASS A	9.35	8.42	8.38	9.72	9.91	8.98	7.88	8.42	8.68	7.21	7.06	6.38	6.26	-0.12
BASIC	3.72	4.17	4.50	4.85	5.31	5.83	6.82	6.91	6.35	6.61	6.55	6.13	5.97	-0.16
CAMBRIDGE	3.61	3.62	4.13	4.15	4.11	3.92	3.82	3.93	4.00	4.19	3.94	3.89	3.85	-0.04
WINSTON	4.18	3.90	4.10	3.74	3.68	3.80	3.64	3.61	4.23	4.01	4.33	4.15	4.04	-0.11
WINSTON LESS SELECT	3.50	3.65	3.85	3.48	3.41	3.55	3.43	3.38	3.98	3.77	4.03	3.88	3.79	-0.10
WINSTON SELECT	0.67	0.25	0.25	0.26	0.27	0.25	0.22	0.23	0.26	0.24	0.29	0.27	0.25	-0.02
WINSTON SELECT LTS	0.39	0.12	0.13	0.15	0.14	0.12	0.10	0.10	0.12	0.11	0.13	0.10	0.10	0.00
MONARCH	3.53	3.58	3.36	3.41	3.01	3.15	3.45	4.03	3.32	3.37	3.90	4.11	4.13	0.02
NEWPORT	3.05	2.76	3.28	2.66	2.99	2.93	3.04	2.81	3.03	2.90	2.96	3.05	3.03	-0.02
KOOL	3.12	3.35	3.10	2.61	2.75	2.81	2.78	2.78	2.76	2.86	2.65	2.96	2.71	-0.25
SALEM	2.93	2.99	3.05	2.79	2.71	2.81	2.80	2.68	2.84	2.84	3.05	3.04	3.15	0.11
B & H	3.07	3.07	2.71	2.69	2.66	2.60	2.64	2.40	2.35	2.77	2.78	2.52	2.62	0.10
MISTY	1.82	1.83	2.03	1.76	1.85	1.83	1.96	2.00	2.00	2.03	2.02	2.16	2.03	-0.12
MONTCLAIR	1.87	2.01	2.04	1.67	1.91	1.93	1.92	1.88	1.95	2.05	1.87	1.99	2.04	0.06
CAMEL	1.94	1.96	1.94	1.86	1.88	2.05	1.96	1.80	1.90	1.93	2.09	2.12	2.22	0.10
CAMEL FILTERS	1.21	1.17	1.24	1.16	1.21	1.32	1.25	1.16	1.25	1.24	1.41	1.43	1.52	0.09
CAMEL SPECIAL LTS	0.10	0.10	0.12	0.08	0.09	0.16	0.08	0.08	0.06	0.06	0.06	0.06	0.06	0.00
CAMEL NON-FILTERS	0.73	0.79	0.69	0.70	0.68	0.73	0.71	0.65	0.65	0.70	0.69	0.70	0.70	0.00
ALL AMERICAN VALUE	2.80	2.46	2.29	2.59	2.08	1.86	2.18	1.88	1.60	2.00	1.53	1.50	1.72	0.22
VICEROY	1.78	2.05	2.00	2.11	1.97	1.85	1.88	1.94	1.78	1.62	1.58	1.54	1.48	-0.06
CARLTON	1.72	1.75	1.87	1.60	1.67	1.77	1.60	1.65	1.65	1.69	1.69	1.74	1.67	-0.06
PALL MALL	1.47	1.48	1.61	1.39	1.34	1.46	1.41	1.43	1.39	1.44	1.37	1.44	1.34	-0.10
VIRGINIA SLIMS	1.34	1.34	1.39	1.29	1.31	1.28	1.32	1.23	1.20	1.51	1.37	1.32	1.42	0.10
STYLE	1.49	1.59	1.39	1.24	1.16	1.18	0.97	1.14	1.18	1.08	1.06	0.81	0.68	-0.12
MERIT	1.07	1.11	1.06	1.04	1.08	0.99	1.06	0.93	0.92	1.17	1.02	1.02	1.07	0.04
KENT	0.93	0.91	0.89	0.79	0.83	0.83	0.77	0.84	0.77	0.80	0.79	0.70	0.69	-0.01
AMERICAN LT/FLT	0.40	0.28	0.26	0.22	0.11	0.67	0.58	0.69	0.80	0.76	0.81	0.86	0.82	-0.04
MORE	0.70	0.71	0.74	0.65	0.70	0.69	0.63	0.68	0.69	0.70	0.72	0.73	0.62	-0.11
BASIC SHARE OF DISCOUNT	6.69	7.47	8.18	8.28	9.16	10.04	11.90	11.87	11.26	11.81	11.61	10.90	10.80	-0.10
TOTAL DISCOUNT CATEGORY	55.61	55.91	55.07	58.55	58.02	58.03	57.35	58.26	56.44	55.99	56.45	56.24	55.29	-0.95

*Top 25 based on latest 3MM

2061550974

Source: https://www.industrydocuments.ucsf.edu/docs/hrjm0004

MSA MONTHLY DATA - 1MM VOLUME (000000)
TOTAL DOMESTIC MILITARY
TOP 25 BRANDS* AND DISCOUNT CATEGORY
OCTOBER 1994

	OCT 1993	NOV 1993	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994
MARLBORO	194	200	224	163	172	201	197	201	229	201	216	208	205
GPC	151	157	163	144	159	195	165	163	178	160	183	178	146
DORAL	138	159	166	127	123	153	136	146	148	138	170	159	152
CLASS A	125	116	125	109	116	127	100	111	123	92	101	85	76
BASIC	50	57	67	55	62	83	87	91	90	84	94	82	73
CAMBRIDGE	48	50	62	47	48	56	49	52	57	53	57	52	47
WINSTON	56	54	61	42	43	54	46	48	60	51	62	55	49
WINSTON LESS SELECT	47	50	57	39	40	50	44	45	56	48	58	52	46
WINSTON SELECT	9	3	4	3	3	4	3	3	4	3	4	4	3
WINSTON SELECT LTS	5	2	2	2	2	2	1	1	2	1	2	1	1
MONARCH	47	49	50	38	35	45	44	53	47	43	56	55	50
NEWPORT	41	38	49	30	35	42	39	37	43	37	42	41	37
KOOL	42	46	46	29	32	40	35	37	39	36	38	40	33
SALEM	39	41	46	31	32	40	36	35	40	36	44	41	38
B & H	41	42	41	30	31	37	33	32	33	35	40	34	32
MISTY	24	25	30	20	22	26	25	26	28	26	29	29	25
MONTCLAIR	25	28	31	19	22	27	24	25	28	26	27	27	25
CAMEL	26	27	29	21	22	29	25	24	27	25	30	28	27
CAMEL FILTERS	16	16	19	13	14	19	16	15	18	16	20	19	18
CAMEL SPECIAL LTS	1	1	2	1	1	2	1	1	1	1	1	1	1
CAMEL NON-FILTERS	10	11	10	8	8	10	9	9	9	9	10	9	9
ALL AMERICAN VALUE	37	34	34	29	24	26	28	25	23	25	22	20	21
VICEROY	24	28	30	24	23	26	24	26	25	21	23	21	18
CARLTON	23	24	28	18	19	25	20	22	23	21	24	23	20
PALL MALL	20	20	24	16	16	21	18	19	20	18	20	19	16
VIRGINIA SLIMS	18	18	21	15	15	18	17	16	17	19	20	18	17
STYLE	20	22	21	14	13	17	12	15	17	14	15	11	8
MERIT	14	15	16	12	13	14	13	12	13	15	15	14	13
KENT	12	13	13	9	10	12	10	11	11	10	11	9	8
AMERICAN LT/FLT	5	4	4	3	1	10	7	9	11	10	12	12	10
MORE	9	10	11	7	8	10	8	9	10	9	10	10	8
BASIC SHARE OF DISCOUNT	50	57	67	55	62	83	87	91	90	84	94	82	73
TOTAL DISCOUNT CATEGORY	743	770	823	658	677	824	728	767	800	711	811	751	672

*Top 25 based on latest 3MM

2061550975

Source: https://www.industrydocuments.ucsf.edu/docs/hrjm0004